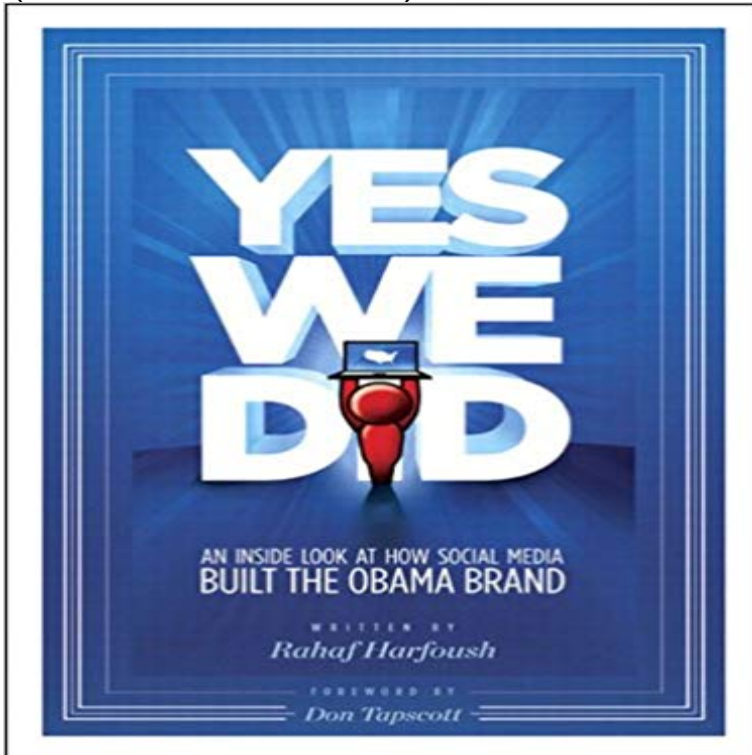


## Yes We Did! An inside look at how social media built the Obama brand (Voices That Matter)



FOREWORD by Don Tapscott, author of *Wikinomics* and *Grown Up Digital* The Obama campaigns mastery of social media for everything from fundraising to volunteer coordination has been widely reported. Until now, there hasnt been an in-depth analysis of how they did it. In *Yes We Did*, new media strategist and campaign headquarters volunteer Rahaf Harfoush gives us a behind the-scenes look at the campaigns use of technology, from its earliest days through election night. She reveals strategic insights organizations can apply to their own brands. Discover how unwavering strategic vision and collaborative technologiesemail, blogs, social networks, Twitter, and SMS messagingempowered a formidable online community to help elect the worlds first digital President.

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shares insights from . Panel discussions for ticketholders will take place in the Dallas City experience in planning and listening to our diversity of voices as we build, from professional expertise to lived experience at the street level. **Yes We Did! An inside look at how social media built the Obama brand** did so partly as a result of harnessing the power of social media to .. utilizing the ?voice of other supporters encouraged individual action. . it possible for supporters to stay engaged with active campaign duties no matter where .. Rahaf (2009): **Yes We Did: An Inside Look at How Social Media Built the Obama Brand. OBAMAS ELECTION CAMPAIGN AND THE - Sammelpunkt** May 20, 2009 The NOOK Book (eBook) of the **Yes We Did! 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